



Violence and Injury Prevention Project on the United States – Mexico border (VIP Project)

Technical and Financial Report

**SECOND QUARTER
(April-June, 2013)**

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Grantee: Pan American Health Organization, World Health Organization Regional Office (PAHO/WHO)

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QUARTERLY TECHNICAL REPORT

Report corresponding to the period: 1 April to 30 June 2013

Summary:

- This report presents the activities carried out during phase II of the Violence and Injury Prevention Program in Ciudad Juarez from September 2011 to April 2013.

Training Specialists

- Throughout 2012 and until April of 2013 there were 136 psychologists and psychotherapists trained in the workshops that covered three main topics. Some professionals went to more than one course, especially the diploma course in mental health focused on the care of victims of violence.
- **Mental Health Training for Primary Care Professionals:**
Nogales, Sonora, April 23rd and 24th, 2013
 - Number of participants: 37Nogales, Sonora, April 25th and 26th, 2013
 - Number of participants: 30
- **Training workshops for psychologists and mental health professionals caring for violence victimized children:**
 - Sexual abuse in children, Ciudad Juarez, Chihuahua, April 23-27th, 2013
 - Number of participants: 31

Photo-Diary and Art Exhibition

- A photo-diary was prepared through photographs and clippings of information on all phases of the process of setting up and operating the art workshops—an essential part of the communication strategy of the VIP Project—, as well as the work of the stakeholders involved in this objective with their respective functions.
- The photo-diary shows and offers the documentation of products made at the art workshops, while reflecting the context in which they were carried out and recognizing the work of institutions and persons participating in it, either as enrollees, art instructors, mental health promoters, participants and members of the advisory committee



- The photo-diary also served as a guide to organize, by topics, the exhibit Art for the Prevention of Violence and Injuries and Management of Emotions, where approximately 100 of the 700 work produced at the 24 workshops of photography, clay modeling, serigraphy and graffiti were shown.
- This exhibit formed part of the event Strengthening Communities for Violence Prevention, held on April 11 2013 at the Experimental Theater Octavio Trias, of the Paso del Norte Center, in Ciudad Juarez. Its aim was to acknowledge the work of 27 community promoters specialized in mental health and violence prevention, who worked for one year at the municipal, state and UACJ community centers.
- The photo-diary shows and offers the documentation of products made at the art workshops, while reflecting the context in which they were carried out and recognizing the work of institutions and persons participating in it, either as enrollees, art instructors, mental health promoters, participants and members of the advisory committee.



Executive Committee

As established in the Work Plan of Phase II of the VIP Project, different authorities were called upon to form an executive committee in charge of:

- Establishing a schedule for meetings and activities
- Periodically reviewing the results of performance assessment, evaluating the progress in the activities of the VIP Project and the specific indicators, analyzing the difficulties and making recommendations with the aim of achieving the goals.
- Reviewing the quarterly technical reports and final reports and making the recommendations to improve their accuracy.
- Promoting the incorporation of new associates, encouraging the coordination and synergy with other programs and local, state and federal strategies.
- Supporting the decisions made by consensus.
- Conciliating the differences of opinion among members when voting.

Eleven meetings of the Executive Committee were held during the implementation of the Project, between October 2011 and February 2013, with a monthly frequency (except for the months of January, July and December).



Technical Advisory Committee

The technical Advisory committee was created to give technical support to the working team and consultants that set up the VIP Project. Their functions included:

- Guaranteeing that the interventions proposed are based on evidence and provide the VIP project with technical management and guidance.

- Together with the Executive Committee, it reviews the Monitoring and Evaluation Plan and suggests alternatives to accomplish the mission and objectives of the VIP Project.
- Facilitating the contact with other academic and research groups working on critical elements of violence and injury prevention, community mental health services and primary health care of violence victims, among others.
- Identifying and recommending the experts for the Speaker's Forum
- Providing guidance to the missions exploring the interests and possibilities of setting up the VIP Model in other border cities.

The Committee was formed by Dr. Devora Kestel, Regional Mental Health Consultant at PAHO; Dr. Marcelo D' Agostino, head of the Knowledge and Communication Management Area, PAHO; Dr. Lisa Cacari-Stone, assistant professor of the Health Policies Center of the University of New Mexico, United States; and Dr. Alberto Concha-Eastman, expert in violence and injury prevention, PAHO.

As special guests we had the participation of Dr. Sergio Pena, coordinator of the Monitoring and Evaluation Plan, the North Border College, and MS Roy Rojas, consultant for traffic injuries, Representation of PAHO in Mexico.

The Technical Advisory Committee contributed greatly in working on the VIP Project in a more effective manner. Specifically, it characterized the project's strengths and weaknesses.

Strengths: The number of products prepared through the project was considered a major strength, and the importance of the coordination structure was highlighted; this made it possible to establish partnerships to facilitate the progress of the project. The different technical components were able to interact – and they therefore mutually improved during the process of setting up and operating the project – and in cooperation and integrated with the Observatory

Weaknesses: There was no participation of an organized network of the civil society in the discussions and decisions of the VIP Project, which would be the guarantor for the sustainability of the project and its components. The analysis of the role of organized crime was lacking and this is a threat to the subsistence of the project itself. The project could have benefited from a family approach and a clearer reference framework, where the social determinants and ecological settings could arise more clearly, both in the analysis and definition of priorities and in the intervention modalities. In relation to social communication, the dissemination of the different initiatives has been good, but not enough; the communication strategy could have been expanded. Lastly, in spite of the duration of the project, there has been no information on its effect—either in general or of any of its components— within the community of Juarez.

As a consequence of the strengths and weaknesses identified, the following general recommendations were made:

- Establish an organizing, coordinating structure, similar to the current one, in charge of ensuring the continuity of some of the products of the project; this structure should include the stakeholders invited when necessary, and particularly, those that did not finally participate, such as the authorities representing education, police, etc.
- Define the basic indicators for an appropriate follow-up of the project during its progress and define a baseline of the information obtained, as was done with the IESM-WHO in mental health.
- Analyze the policies and practices existing as of the project, both those that are working and those that are not working, to better define the possibilities of success if the project is replicated in other contexts.
- Calculate the direct and indirect costs of PAHO —included in the costs of contributions “in kind” — and the operators to be able to analyze the cost-benefit ratio of the intervention
- Evaluate the possibility of carrying out a study after ending the project to collect the necessary information and determine the effect of the interventions in violence prevention

Recommendations on the Mental Health Component:

- Explore the possibility of carrying out a study that would give information on the relationship between violence and mental health; this would initially use the data of the promoters and the channeling that took place, including the primary health care and mhGAP Program staff.
- Introduce elements from IESM-WHO into the Observatory, to ensure that certain relevant data form part of the local system and are regularly collected and analyzed; this type of system could serve as an example for many other contexts in the Region.
- Evaluate the possibility of including the promoters in the different mental health services as mental health promoters or assistants (other countries have similar personnel working in mental health).
- Encourage the training of promoters by the Health or Jurisdiction Secretariat for which a training manual on the use of the Mental Health Guide may be convenient and this could be tested in a first phase.
- Measure the effect of the VIP program in the analysis of the reduction of the size of the treatment gap in Ciudad Juarez



Evaluation of the Capacity of Border Cities to Establish Observatories for Citizen Safety

- **Reynosa, Tamaulipas**
 - In April of 2013, the local institutions of Reynosa were in the process of establishing a local observatory and received a server from the VIP Project to start their activities.



- The experience of the VIP Project and the Observatory of the Juarez Municipality, Chihuahua, was shared with authorities of the Reynosa Municipality, Tamaulipas.
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- **Monterrey, Nuevo Leon**

- On April 8th 2013, the 80th anniversary of the Autonomous University of Nuevo Leon, there was a meeting to discuss the possibilities of establishing an observatory for citizen safety at the University, with the participation of Dr. María Teresa Cerqueira, head of the Mexico - United States Border Office of PAHO/WHO. The work done by the United States Agency for International Development (USAID) made it possible for the authorities of the municipality of Monterrey and the state of Nuevo Leon to learn of the experience of the Observatory.
- The guests were Eng. Reynaldo Rodriguez Obregon, head of the Planning Division of the Prevention Sub-secretariat of the State of Nuevo Leon; Arch. Elizabeth Rosas, secretary for Human and Social Development; Eng. Alberto Avila, coordinator of special projects of the Municipal Government of Monterrey; Lic. Oswaldo Uriel Reyes Torres, coordinator for prevention and head of the Citizen's Observatory; and Lic. Hector Xavier Martínez, consultant for the rector of the Autonomous University of Nuevo Leon.